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ary service inside the labor ranks that will prove the most important factor in future social reconstruction.

Professor Gide does not dwell upon this special feature; but with admirable analysis he shows the changes in the movement which make consumers' coöperation one of the most powerful and hopeful factors in all attempts to get a real meaning into "industrial democracy."

The volume is so far up to date that the extraordinary growth of the movement since the war is clearly indicated. He quotes Professor Stein, "Where should we have been in our besieged Fatherland if it had not been for the coöperators?" He shows the wretched Belgian refugees beginning at once to organize their store in Holland. He notes that the Italian *Consorzio* (Wholesale) has more than doubled its business since the war—also the wholesale at Hamburg.

In spite of all the caution and coolness with which he tells the story, Professor Gide leaves us in no doubt about his faith in the future of consumers' coöperation. He does not see in it any millennial triumph but the sure indications of a political and economic order in which the democratic equalities will have made most substantial gains.

JOHN GRAHAM BROOKS.

NEW BOOKS

BRONSHTEIN, L. D. *Our revolution; essays on working-class and international revolution, 1904-1917*. Collected and translated with biography and explanatory notes by M. J. OLGIN. (New York: Holt. 1918. Pp. 220.)

DAULNY, P. *L'injustice du socialisme. Les doctrines révolutionnaires en Allemagne et en France. Part II. Critique des doctrines*. (Paris: Bureaux de la Foi Catholique, 25 rue Vanneau. 1918. Pp. xvi, 176.)

HARRIS, E. P. *Coöperation: the hope of the consumer*. (New York: Macmillan. 1918. Pp. xxii, 328. \$2.)

The system of distribution in the United States does not confine its functions to furnishing what consumers want, but exerts "a subtle but powerful and far-reaching influence in determining what the consumer shall want and what he shall buy." Under the influence of aggressive marketing consumers buy when they should not spend, and buy things not suited to their needs. The voice of thousands of advertisers is appealing to the public to want in order that the advertiser may profit from their wants. Competition among distributors is giving way to chain stores and other mammoth combinations, with added power to increase wants of advertised goods and conceal competitive profits. Due to this quest for concealed com-

petitive profits the distributive machinery, especially in the United States, is run not in the interest of the consumer but in the interest of the dealer. With the machinery of distribution under the control of the profiteer there is, and will be, incentive to adopt economies only in so far as the advantages accruing therefrom can be appropriated by the middleman. "The only way out" is to get the distributive machinery out of the hands of the third party and into the hands of the consumer through coöperation. Thus runs the philosophy of Mr. Harris.

The parts of the book not devoted to this reasoning are devoted to showing how profits are concealed through adulteration, short measure, and so forth, and how the salesmanship which the consumer will use under real coöperation will create wants commensurate with needs and a saving economy. Under coöperative distribution the manager of the store has to study the actual and potential wants of the consumer, not with a view to exploiting them at a profit, but with a determination to develop and satisfy those wants to the best interest of the consumer. The salesman under coöperation becomes an agent for mutual buying, and not a selling agent for products already manufactured regardless of their worth to the consumer. The processes for developing true coöperation (Rochdale Co-operation) are thoroughly discussed. A chapter is devoted to Buying Clubs and one to Salesmanship.

The book is primarily an argument for coöperation with a treatment of methods as to how to secure coöperation. It is not a statistical study as to the achievements of coöperative bodies. The author has had considerable experience in the coöperative field. The book is written in clear and forceful English. It must be said, however, that the author leaves something to be desired as to the reasons why the salesman in the coöperative store will so universally bespeak the consumers' interest rather than the interests of those companies whose goods he is to sell including his own.

CLYDE L. KING.

LAIDLER, H. W. *The British coöperative movement*. Reprinted from *Pearson's Magazine*. (New York: Coöperative League of America, 2 West St. 1917. Pp. 13. 5c.)

MONTEMARTINI, G. *Municipalizzazione dei pubblici Servizi*. Second edition. (Rome: Soc. ed. Libreria. 1918. Pp. 617. 20 l.)

SPARGO, J. *Socialism and Americanism*. (New York: Harper. 1918. \$1.50.)

SPARGO, J. *Social democracy explained. Theories and tactics of modern socialism*. (New York: Harper. 1918. Pp. 338. \$1.50.)

TUTTLE, C. R. *New coöperative order; guide book for the practice of the coöperative principle*. (Chicago: Economic Pub. Co. 1918. Pp. 160.)